

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT
(CTBID) BOARD**

MINUTES

April 11, 2006

1:00 p.m

**La Costa Resort & Spa, Las Palmas 1 Room in the Costa del Sol Ballroom
2100 Costa del Mar Road
Carlsbad, CA**

I. CALL TO ORDER: 1:00 p.m.

Chairperson April Shute called the meeting to order at 1:05 p.m.

II. ROLL CALL:

Madame Chair took roll call and six Directors were present; one Director, Mr. Ted Vallas, was absent.

III. APPROVAL OF AGENDA: April 11, 2006

The agenda for the April 11, 2006 meeting was approved by unanimous vote.

IV. APPROVAL OF MINUTES OF FEBRUARY 8, 2006 MEETING

Mr. Cima made a motion, seconded by Mr. Stripe, to approve the minutes of the February 15, 2006 meeting. The motion was approved by unanimous vote.

V. AB # 0406-6 ADOPTION OF RULES OF PROCEDURE, PROFESSIONAL SERVICES, AND ESTABLISHING REGULAR MEETING TIME AND PLACE

Madame Chair proposed that future CTBID Board meetings be held at the City Faraday Center at 1635 Faraday Avenue. The Board is required to hold at least two meetings per year in order to meet statutory requirements: one in the early summer to approve the budget and one toward the end of the summer when a formal report must be prepared for presentation to the City Council. The report will highlight the accomplishments over the past year, a financial report, and plans for the upcoming year.

Action: The next meeting will be held on Thursday, June 15, 2006 from 1:00 to 3:00 p.m. in Faraday Room 173B. One item on this agenda will be to review the responses to the RFP and to select the entity that will be hired to implement the CTBID marketing plan.

Action: The subsequent meeting will be held on Thursday, August 31, 2006, from 1:00 to 3:00 p.m. in Faraday Room 173A. An agenda item will be approval of the report that will be submitted to the City Council.

The pattern of the meetings shall be the third Thursday in June and the last Thursday in August. Mr. Ball recommended that the dates be placed on the Boards and Commissions calendar that is available on the City's official website.

Action: Ms. Keller will place the dates on the City's Boards and Commissions calendar and add the CTBID to the Boards and Commissions roster.

Mr. Ball stated that future meetings to meet with the contractor could be held quarterly.

Mr. Stripe made a motion, seconded by Mr. Cima, to approve the meeting dates. The motion was approved by unanimous vote.

Agenda Bill #0406-6, Adoption of Rules of Procedure, Professional Services, and Establishing Regular Meeting Time and Place, was approved unanimously.

VI. AB # 0406-7 REQUEST FOR QUALIFICATIONS/PROPOSALS – TOURISM PROMOTION AND MARKETING SERVICES

Mr. Elliott reviewed the purpose of the RFP and suggested a multi-year contract with the selected contractor. This Board's expectation is that the contractor will increase the number of occupied room nights at the hotel properties in Carlsbad.

Mr. Elliott will finalize the RFP and submit it for advertising this Friday, April 14. The deadline for response is May 12. The results will be compiled and sent to the Board of Directors prior to the June 15 meeting. Mr. Elliott referred to the Summary of Revenue that was included in Agenda Bill #0406-7. He highlighted the revenue and expenses for the months of January and February, 2006.

Ms. Cami Mattson, President and CEO of the San Diego North Convention and Visitors Bureau (SDNCVB), shared comments and suggestions. She addressed the Board after a request to speak. She distributed the Semi-Annual Performance Report, which highlights how they track the business that they bring to North County and specifically to Carlsbad. In response to the RFP, she expressed the desire to create a business plan through the RFP that included

performance measures, strategic tactics and time lines. She shared concerns over being limited to the budget format that was provided on page 7 of the RFP.

Ms. Mattson asked the Board members to consider what the CTBID expects for the fee they pay the contractor and the result of their work and revenue stream. It may be more important to know how many people stayed at a hotel and for how many nights, and how many people attended a particular conference.

Mr. Cima suggested the initial focus should be on room nights and over time add the value piece. The CTBID Board shall start slowly and focus on room night production. All in attendance agreed not to make changes to the current RFP and if the contractor wishes to elaborate, they may provide supplemental information. In the future the Board may modify the contract with the contractor if necessary.

Mr. Stripe made a motion, seconded by Mr. Cima, to approve Agenda Bill #0406-7, Request for Proposal. The motion was approved by unanimous vote.

VII. SET DATE FOR NEXT MEETING

Action: The next meeting was set per the above Item #V.

PUBLIC COMMENT

None.

ADJOURNMENT

Chairperson April Shute adjourned the meeting at 1:41 p.m.

Respectfully submitted,

Sheryl Keller
Recording Secretary